

## EMIRATI WOMAN WINS GOLD AT DUBAI SHOPPING FESTIVAL FESTIVAL

*Mother who bought gold as a present for daughter's wedding is winner in Dubai Gold and Jewellery Group promotion*



**Dubai, United Arab Emirates, 23 January 2018:** An Emirati woman truly has more reasons to celebrate during this year's Dubai Shopping Festival (DSF). One week after her daughter got married, the Emirati woman had her joy doubled when she received a call from Dubai Festivals & Retail Establishment (DFRE), an agency of the Department of Tourism & Commerce Marketing (Dubai Tourism), informing her that she had won a gold prize in this year's DSF promotion run by the Dubai Gold and Jewellery Group.

“We have been participating in the Dubai Shopping Festival (DSF) raffle draws for the past 17 years, and now our win comes at the beginning of the new year, the Year of Zayed, whose generosity was well known. This makes us particularly optimistic about 2018, which we hope will be another year of peace, prosperity and stability for our beloved country,” says the Emirati winner, who has requested that her name be withheld.

She added: “My husband and I were preparing for my eldest daughter, Sarah’s wedding. She is the first from our four daughters to get married, and we’re so happy that she will be marrying a fine young Emirati man from a good family. We had promised to support with the wedding costs as we know how expensive weddings are, especially for a young couple starting a new life.”

She continued: “On this occasion, I went with my husband to one of the jewellery shops taking part in the special promotion organised by Dubai Gold and Jewellery Group during the DSF season. I have been going to that shop for about four years, and it has top-quality gold-work jewellery. So, we chose a nice piece to make our daughter and the bridegroom happy. When making the payment, we received coupons for the draw, one of which turned out to be our winning coupon.”

Sarah’s mother received the news about her winning the gold only one week after the wedding, and she says she considers the prize a gift from DSF to her daughter, which made everybody happy. She adds: “I can only thank Dubai Festivals & Retail Establishment and Dubai Tourism for the efforts they put into making this shopping festival such a distinguished event, full of attractive promotions, amazing entertainment activities, and valuable prizes.”



Dubai Gold and Jewellery Group promotion

Dubai Gold and Jewellery Group offers shoppers the opportunity to win 33 kilograms of gold throughout DSF. A shopper receives one coupon that will be entered into the daily draw upon spending a minimum of AED 500 at any participating gold and jewellery shop in Dubai. The shopper will receive two coupons when spending a minimum of AED 500 on diamond jewellery.

Three winners of gold prizes are announced every day of the festival, with the first winner given ½ kg gold, while both the second and third lucky shoppers will each receive a ¼ kg gold as their prize. On the final day of Dubai Shopping Festival, one lucky shopper will receive one kilogram of gold. The raffle draws during the weekend are held at Global Village and the draws during the week are held at the gold souk in Deira.

DFRE is organising the 23<sup>rd</sup> edition of Dubai Shopping Festival from December 26, 2017, till January 27, 2018. DSF aims to offers residents and visitors unmatched shopping experiences, excellent promotions, the opportunity to win valuable prizes, and exciting entertainment events at shopping malls and other locations.

For more information on DSF, and its activities and promotions, please visit <https://www.visitdubai.com>, or follow @DSFSocial account on Twitter, Facebook and Instagram.

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**About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, and Dubai Festivals and Retail Establishment.

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